

Message Text

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USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

AMEMBASSY VIENNA

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E.O. 11652: N/A

TAGS: BEXP, BTIO, EGEN, GW

SUBJ: GERMANY COMMERCIAL OFFICERS CONFERENCE AND

CCAG MEETING, MARCH 24-25, 1976

1. SUMMARY: THE SEMIANNUAL GERMANY COMMERCIAL OFFICERS CONFERENCE WAS HELD IN FRANKFURT ON MARCH 24 AND 25. PARTICIPANTS INCLUDED REPRESENTATIVES FROM THE E/C SECTION AT EVERY GERMAN POST, EB/OCA AND EUR/RPE IN DEPARTMENT, BIC/OIM AND BIC/OMP IN COMMERCE, USIS/BONN AND USTS/FRANKFURT. THE COMMERCIAL COUNSELOR SERVED AS MODERATOR. THE EC MINISTER COUNSELOR AND THE CONSUL GENERAL FRANKFURT OPENED THE MEETING. THE AMBASSADOR PRESIDED OVER THE CCAG SESSIONS DURING WHICH THE FY'76 CCP PROGRESS REPORT AND THE FY'77 CCP DRAFT WERE APPROVED. A NUMBER OF PARTICIPANTS ATTENDED EVENTS SPONSORED BY THE AMERICAN CHAMBER OF COMMERCE IN GERMANY IN CONNECTION WITH THE CHAMBER'S ANNUAL MEETING HELD MARCH 24-26 IN FRANKFURT.

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2. THE BASIS FOR ALL DISCUSSIONS OF FY'77 CCP WAS THE DRAFT PRODUCED IN OIM WITH CONTRIBUTIONS BY THE EMBASSY AND EB/OCA. REPRESENTATIVES OF THESE THREE AGENCIES HAD MET IN BONN PRIOR TO THE FRANKFURT CONFERENCE IN ORDER TO DISCUSS AND NEGOTIATE "FINAL" REVISIONS. THE FIRST TWO HOURS OF THE CONFERENCE WERE DEVOTED TO DETAILED DISCUSSIONS OF THE EIGHT CAMPAIGNS OUTLINED IN THE DRAFT CCP. GROUP DISCUSSION RESULTED IN SEVERAL RECOMMENDATIONS WHICH WILL BE REFLECTED IN THE FINAL VERSION OF THE CCP DOCUMENT. MAJOR REVISIONS WERE ALONG THE FOLLOWING LINES: A) ATTEMPT TO BEEF

UP THE CAMPAIGN ON POLLUTION CONTROL EQUIPMENT BY INCREASING BSP RECRUITMENT, CONSIDERING A CATALOG SHOW, AND SOLICITING THE COOPERATION OF USIS IN RECRUITING INDIVIDUAL EXPERTS OR SYMPOSIA IN THE FIELD;

B) TRANSFER THE MOUNTING OF 4 BIO'S IN FOUR DIFFERENT CAMPAIGNS FROM THE RESPECTIVE CAMPAIGN STATEMENTS TO SECTION IV, DEFERRED ACTIVITIES; AND C) COMMIT ONLY MINIMAL RESOURCES TO THE TRAVEL USA CAMPAIGN UNTIL SUCH TIME AS USTS COMES UP WITH SPECIFIC PROPOSALS FOR E/C SUPPORT. WCAG MEMBERS PRESENT AGREED TO EXPLORE THE LATTER ISSUE WITH A USTS REP AT THE NEXT MEETING OF THEIR GROUP IN WASHINGTON. AS HAS BEEN DEMONSTRATED BY THE SUCCESSFUL USIS TRAVEL SEMINARS HELD DURING THE PAST YEAR, THE USIS PROGRAM LENDS ITSELF MORE TO USTS SUPPORT THAN DOES THE COMMERCIAL PROGRAM.

3. THE NEXT SESSION DEALT WITH NON-CAMPAIGN INITIATIVE ACTIVITIES AND DEFERRED ACTIVITIES. IN THE FORMER CATEGORY, OIM'S SELECTION OF "PRO-IN '77" FOR US FAIR PARTICIPATION DREW SOME FIRE FROM REPRESENTATIVES OF THE POSTS INVOLVED IN "PRO-IN '76." AFTER DISCUSSION OF LEAD TIME CONSTRAINTS AND THE LACK OF ATTRACTIVE ALTERNATIVE FAIRS DURING THAT SEASON, IT WAS AGREED TO LEAVE THE SELECTION STAND UNTIL SUCH TIME THAT THE MISSION COULD IDENTIFY AND JUSTIFY AN ALTERNATIVE. THE INCLUSION OF SPRECHTAGE AS A RECOGNIZED ACTIVITY IN THE NON-CAMPAIGN INITIATIVES UNCLASSIFIED

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SECTION OF CCP WAS WELCOMED BY THE POSTS, BUT THEY DID POINT OUT THAT REACHING THE GOAL OF 20 SPRECHTAGE IN FY'77 WAS BASED ON AN ASSUMPTION THAT HAS YET TO BE TESTED--NAMELY THAT MOST SPRECHTAG SITES WILL SUPPORT A REPEAT EDITION APPROXIMATELY EVERY TWO YEARS.

3. THE MAJOR DECISION IN THE DEFERRED ACTIVITIES CATEGORY WAS THE TRANSFER OF THE FOUR BIO'S TO THE

DEFERRED ACTIVITIES SECTION. THIS DECISION WAS BASED
UPON THE RECOGNITION THAT AN EFFECTIVE BIO CANNOT
BE PLANNED AND MOUNTED SUBJECT TO THE VAGARIES OF
SPACE DONATIONS AND EXIGENCIES OF A SHOESTRING BUDGET.

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4. IN A DISCUSSION OF CCP RESOURCES, EB AND EMBASSY
REPS POINTED OUT THAT THREE E/C FSO POSITIONS IN
GERMANY HAD BEEN ELIMINATED UNDER THE RECENT
"REPROGRAMMING" EXERCISE AND THAT POST PARTICIPANTS
SHOULD REALIZE THAT THE TREND WAS TOWARD FURTHER
CUTS RATHER THAN RESTITUTION IN THE FUTURE. ON THE
FINANCIAL SIDE, BECAUSE OF LACK OF PROGRESS AMONG
WASHINGTON AGENCIES IN CONSTRUCTING A TRUE COMMERCIAL
BUDGET, THERE STILL IS NO DIRECT RELATIONSHIP BETWEEN
FINANCIAL RESOURCES AS DEFINED AND PROJECTED IN THE

CCP AND THE SO-CALLED "COMMERCIAL EXPENSES" IDENTIFIED AND REPORTED IN THE STATE DEPARTMENT BUDGETING AND ACCOUNTING CYCLE. IN ORDER TO CONTINUE TO STRIVE TOWARD THE GOAL OF IMPROVED IDENTIFICATION AND REPORTING OF COMMERCIAL EXPENSES, POST REPRESENTATIVES WERE URGED TO: A) PROPERLY LABEL ALL UNCLASSIFIED

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VOUCHERS CONNECTED WITH EXPENDITURES INCURRED BY AND ON BEHALF OF THEIR SECTION; B) TO INFORM THEMSELVES ON "GUIDELINES" FOR TRAVEL AND REPRESENTATION EXPENSES

THAT E/C ACTIVITIES ARE REALIZING THEIR "FAIR SHARE"; AND C) TO CONSULT CLOSELY WITH THE RESPECTIVE POST ADMINISTRATIVE OFFICERS TO MAKE SURE THAT ALL E/C NEEDS AT THEIR POSTS ARE PROPERLY REFLECTED IN THE POSTS' FY'77 FIELD BUDGET SUBMISSION.

5. TC AND FAIR ACTIVITIES WERE DISCUSSED IN GENERAL TERMS, THE DETAILS OF FY'77 PROGRAM HAVING BEEN PREVIOUSLY DISCUSSED DURING THE CCP DELIBERATIONS. THE OIM REPRESENTATIVE EXPLAINED THE POLICY DECISION OF INCREASINGLY GREATER RELIANCE ON PARTICIPATION IN INTERNATIONAL TRADE FAIRS AND THE DEEMPHASIS OF TRADITIONAL TC SHOWS IN THE FUTURE. THIS DECISION HAS ALREADY INFLUENCED THE FY'77 EVENT SCHEDULE AND WILL BE IMPLEMENTED TO A GREATER DEGREE IN FY'78. HE ALSO CLARIFIED THE PROCESS OF THEME SELECTION, EXPLAINING THAT COMPETITION FROM OTHER COUNTRY PROGRAMS FOR DESIRABLE THEMES AT TIMES PREVENTED USDOC FROM ACCEDING TO EVENT RECOMMENDATIONS SUBMITTED BY THE EMBASSY. POSTS WERE ENCOURAGED TO EXPLORE THE

POSSIBILITIES OF FLESHING OUT CAMPAIGNS BY ARRANGING PROMOTIONAL EVENTS SUCH AS: BSP'S (EITHER IN TC OR AMERICA HOUSES), BIO'S, AND SUPPORT OF U.S. GOVERNMENT PROMOTIONAL EFFORTS IN SHOWS HELD IN COUNTRIES BORDERING THEIR RESPECTIVE CONSULAR DISTRICTS.

6. WITH THE AMBASSADOR PRESIDING, A SUMMARY OF ACCOMPLISHMENTS VERSUS GOALS FOR THE FIRST THREE QUARTERS OF THE FY'76 CCP WAS PRESENTED, DISCUSSED, AND APPROVED BY THE CCAG. DETAILS ARE BEING REPORTED BY SEPTEL.

7. WITH THE AMBASSADOR ONCE AGAIN PRESIDING, THE COMMERCIAL COUNSELOR SUMMARIZED THE RESULTS OF THE EARLIER DELIBERATIONS ON THE FY'77 CCP DRAFT. A FEW UNCLASSIFIED

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ADDITIONAL CHANGES WERE PROPOSED AND DISCUSSED, SOME REVISIONS WERE MADE, AND THE FINAL DRAFT VERSION WAS APPROVED BY THE CCAG. EMBASSY REPS WILL BE RESPONSIBLE FOR INCORPORATING ALL CHANGES MADE DURING

THE MEETING, OBTAINING THE NECESSARY SIGNATURES, AND FORWARDING THE FINAL REVISED DRAFT TO THE CHAIRMAN OF THE WCAG IN OIM FOR PRINTING.

8. THE REPRESENTATIVES OF EB/OCA AND BIC/OIM DESCRIBED THE UTILIZATION OF THE CCP DOCUMENT AS A BASIS FOR CONSULTATION, RESOURCE ALLOCATION, AND PROGRAM INFORMATION IN WASHINGTON. THE DOCUMENT IS REQUESTED AND USED BY OMB, CONGRESSIONAL COMMITTEES, AND BUSINESSMEN'S GROUPS FOR THE PURPOSE OF ORIENTATION ON USG COMMERCIAL ACTIVITIES OVERSEAS. FOR FY'77, THE GERMAN CCP WILL BE THE FIRST CCP TO BE APPROVED AND PRINTED AND WILL THUS SERVE AS A MODEL FOR THE OTHER 37 CCP'S.

9. REPRESENTATIVES OF CG DUSSELDORF AND CG STUTTGART PRESENTED FOLLOWUP RESULTS WHICH CONTRIBUTED FURTHER TO THE OVERWHELMING EVIDENCE THAT A SPRECHTAG IS THE SINGLE MOST EFFECTIVE TECHNIQUE UTILIZED BY GERMAN POSTS IN ACHIEVING

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THEIR COMMERCIAL OBJECTIVES. THE CONSOLIDATED RESULTS SHOWED THAT OVER TWO-THIRDS OF THE TOP PROSPECTS GENERATED AT THE SPRECHTAGE STUDIED WERE EITHER DEALING OR STILL NEGOTIATING WITH AMERICAN PARTNERS; THE SAME WAS TRUE FOR OVER ONE-HALF OF THE LICENSING AND REVERSE INVESTMENT CONTACTS. THE POSTS AGREED THAT AN ACCURATE MEASUREMENT OF RESULTS REQUIRED MAINTAINING CONTACT WITH THE PROSPECT OVER A ONE-YEAR PERIOD FOLLOWING THE INITIAL INTERVIEW. IN ORDER TO PROVIDE THE CONSULATES ADDITIONAL TIME TO CONCENTRATE ON SUCH ACTIVITIES, REPRESENTATIVES OF THE EMBASSY COMMERCIAL UNIT AGREED TO EXPLORE THE POSSIBILITY OF RELIEVING THE POSTS OF RESPONSIBILITY FOR ADS FOLLOWUP AND FTI REVISIONS BY CENTRALIZING THESE FUNCTIONS AT THE EMBASSY.

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10. A SEMINAR AND DEMONSTRATION OF THE APPLICATION OF WORD PROCESSING EQUIPMENT TO COMMERCIAL ACTIVITIES WAS THE EXT TOPIC ON THE AGENDA. MANY NEW POSSIBILITIES OF COPING WITH AN INCREASED OUTPUT OF

PAPER WITH SHRINKING STAFFS WERE REVEALED. SIMILAR EQUIPMENT HAS NOW BEEN RECEIVED AT ALL CONSTITUENT POSTS AND EMBASSY REPS AGREED TO ARRANGE FOR TRAINING OF A MEMBER OF THE E/C CLERICAL STAFF AT EACH POST AT THE EARLIEST OPPORTUNITY.

11. THE LAST SESSION OF THE CONFERENCE DEALT WITH A NUMBER OF IMPORTANT TOPICS OF CONCERN WHICH COULD NOT BE DISCUSSED IN MORE DEPTH BECAUSE OF TIME CONSTRAINTS. THESE TOPICS MAY BE SUMMARIZED AS FOLLOWS: A)
USA-HANDEL (COMMERCIAL NEWSLETTER)--INDIVIDUAL CARDS

CONTAINING THE NAMES AND ADDRESSES OF 5,000
USA-HANDEL SUBSCRIBERS, SORTED BY CONSULAR DISTRICTS,
WERE DISTRIBUTED TO THE POST REPRESENTATIVES WITH
THE REQUEST THAT THE CARDS BE REVIEWED, UPDATED AND
(WHERE POSSIBLE) UPGRADED AND RETURNED TO THE EMBASSY.
POSTS WERE ALSO REQUESTED TO SUBMIT MORE PHOTOS AND
ARTICLES FOR INCLUSION IN THIS PUBLICATION. B) BEST
PROSPECTS--WASHINGTON AND EMBASSY REPS REITERATED
THE IMPORTANCE OF THE ANNUAL BEST PROSPECTS REPORT

AS THE CORNERSTONE OF COUNTRY MARKET ANALYSIS AND AS
THE BASIS FOR SELECTION OF CCP CAMPAIGNS. THE OIM
REP REPORTED THAT HE DISTRIBUTES POST CONTRIBUTIONS
VERBATIM TO TRADE PUBLICATIONS AND ASSOCIATIONS. IN
THIS CONNECTION, POST REPRESENTATIVES WERE REMINDED
TO CORRELATE US AND GERMAN COMMODITY CODES IN THEIR
RESPECTIVE AREAS OF INDUSTRY/COMMODITY RESPONSIBILITY
IN ORDER TO ASSURE CONSISTENCY OF REPORTING OF MARKET
STATISTICS. C) TRADE CENTER SUPPORT--POST REPRESENTA-
TIVES UNANIMOUSLY REQUESTED TC AND OIM MANAGEMENT
TO REDOUBLE THEIR EFFORTS TO OBTAIN AND DISTRIBUTE
SHOW INFORMATION AND PRODUCT LITERATURE AT LEAST FOUR
WEEKS PRIOR TO THE EVENT SO THAT KPC'S CAN BE MADE IN
TIMELY AND EFFICACIOUS FASHION. D) TOP--THE OMP REP
AND POST REPRESENTATIVES ENGAGED IN A MUTUALLY
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BENEFICIAL EXCHANGE OF VIEWS ON THE STRENGTH AND
WEAKNESSES OF THE TOP PROGRAM WHICH THE FORMER WILL
REPORT BACK TO TOP MANAGEMENT IN USDOC.

L2. THE NEXT COMMERCIAL OFFICERS CONFERENCE IS

TENTATIVELY SCHEDULED FOR BERLIN IN THE FALL. THE
MISSION PLANS TO INVITE COMMERCE TO SEND A HIGH
RANKING REPRESENTATIVE OF THE FIELD OPERATIONS
DIVISION OF DIBA IN THE HOPES OF IMPROVING UNDER-
STANDING AND STRENGTHENING COOPERATION BETWEEN THE
FIELD OFFICES AND FOREIGN SERVICE POSTS.
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